

Focus Occupation: **Advertising and Promotions Managers (11-2011)**

Focus occupation: Advertising and Promotions Managers	
Employment and Growth	129/ 10.3%
Ave. Monthly Wage	\$6,389
Education/Experience	Bachelor's degree/1 to 5 years

Advance FROM Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Marketing Managers (11-2021)	2	331/ 12.2%	BA/1-5 yrs	87
General and Operations Managers (11-1021)	1	3,735/ 6.1%	AA/1-5 yrs	85
Sales Managers (11-2022)	1	757/ 13.0%	BA/1-5 yrs	81

Transfer TO and FROM Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Public Relations and Fundraising Managers (11-2031)	0	231/ 14.4%	BA/1-5 yrs	73

Advance TO Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Advertising Sales Agents (41-3011)	-1	253/ 0.0%	HS	84

Important note: A worker does not necessarily have to traverse every rung to advance to or from the focus occupation. Occupations above and below the focus occupation are directly related to the focus occupation, but they are not necessarily directly related to each other. For example, actors and athletes are both related to agents of artists, performers, and athletes, but actors and athletes are not directly related to each other.

Analysis and development of the career lattice is by the Alaska Department of Labor and Workforce Development, Research and Analysis Section.

Data sources used for research and analysis: O*NET (Occupation Information Network), Alaska Occupational Data Base (ODB), Standard Occupational Classification Manual, North American Industry Classification System manual, Bureau of Labor Statistics Occupational Employer Survey (OES) wage estimates.